



Ilan Style Capability Statement

Company Overview:

Ilan Style is a purpose-driven Australian brand that harmoniously blends wellness, culture, and profound impact. Our tagline, 'Know. Be. Do', drives us to share and support Indigenous ways of knowing, being, and doing. With deep-rooted commitment, we promote cultural understanding, holistic wellbeing, and empower Indigenous scholarship, embodying positive transformation at every step.



Key Focus Areas:

1. **Premium Herbal Tea Blends:** Our range of meticulously curated premium herbal tea blends captures the essence of Australian native ingredients combined with loved tisane ingredients from around the globe. Each of our five blends is naturopathically formulated for an immersive experience, designed to elevate mindfulness and positivity from awakening through to bedtime, nurturing both body and spirit.

2. **Cultural Preservation:** We actively champion the preservation and evolution of cultural knowledge, language revitalisation, and the rise of cultural heritage custodians. The Ilan Style Fellowship stands as a testament to our commitment to empowering emerging Indigenous scholars.

3. **Philanthropy and Impact:** Our philanthropic approach is woven into our fabric. A portion of our profits contributes directly to initiatives like the Ilan Style Fellowship, making each interaction with our brand a catalyst for positive change.

4. **Environmental Sustainability:** Our dedication to environmental responsibility echoes through our products. Thoughtful packaging, employing reusable and recyclable materials, reflects our deep respect for the planet.



Founder's Perspective:

Professor Kerry Arabena, a proud Torres Strait Islander woman, shapes Ilan Style's journey with her profound insights and passion for creating legacy. Her transformation from a scholarship recipient to academic, entrepreneur, and now a benefactor epitomises Ilan Style's commitment to fostering scholarship, cultural understanding, and empowerment. Kerry's words resonate as our guiding light: "When you hold our products in your hands, you place meaningful change in ours. Ilan Style is symbolic of reciprocity in action."

Product Range:

- Ilan Gratitude - Tropical Breakfast Native Australian Tea
- Ilan Purpose - Moringa Lemon Native Australian Tea
- Ilan Kindness - Rosella Berry Native Australian Tea
- Ilan Presence - Native Mint Native Australian Tea
- Ilan Wonder - Cacao Licorice Native Australian Tea

Additional Product Offerings:

- Themed Affirmation Cards
- Upcycled Affirmation Card Holders
- Dugong Dance Tea Towels
- Teaware
- Art Series Greeting Cards
- Gift Bundles



SOME OF OUR CUSTOMER REVIEWS:

‘Wonderful. The tea is a pleasure to drink. The accompanying stories explaining the meaning and connection to country and culture adds to the pleasure!’

P Zanoni.

‘The most stunning mint tea!! love the message and story behind the tea, but most of all, this is the best mint tea I have had! Thank you.’

G.G

‘Refreshing & Comforting! I couldn’t wait to try the ‘Tropical Breakfast’ tea and it was just what I needed to start my day.’

Kat.

New Product Development Pipeline:

We're excited to share that our product range is ever-evolving. Our dedicated new product development pipeline ensures that the Ilan Style experience continues to expand and inspire.

Our Sales Channels:

Ilan Style is available for partnerships with approved retail stockists and online marketplaces. We also offer corporate discounts on bulk purchases and other opportunities.

Contact Information:

Website: www.ilanstyle.com.au

Email: info@ilanstyle.com.au

Phone: + 61 1800 939 276

Social Media:

Facebook: <https://www.facebook.com/ilanstyleknowbedo>

Instagram: <https://www.instagram.com/ilanstyle.au/>

LinkedIn: <https://www.linkedin.com/company/ilan-style>

At **Ilan Style**, we're more than a brand; we're a movement. Join us in embracing holistic wellbeing, cultural celebration, and meaningful impact. Embodying our ethos, 'Know. Be. Do', we invite you to journey with us towards a world of positive change. If you are a like-minded business who is interested in becoming a stockist, or a supplier we would love to hear from you!

